79. (New)   A computer system configured to:

prepare an advertisement for display to a viewer in exchange for offering the viewer an opportunity to submit an entry to win a prize in conjunction with viewing the advertisement wherein the opportunity to submit the entry is only available after the advertisement has been displayed to the viewer for a period of time;

transmit the ad to an ad server for transmission to viewers;

receive viewer contact information for each viewer selected to win a prize; and

transmit each selected viewer a prize.

80. (New)   Computer executable software code stored on a computer readable medium, the code for advertising to a viewer wherein by viewing an advertisement a viewer may qualify to win a prize, comprising:

code to receive a plurality of advertisements;

code to store the advertisements on a server;

code to register a plurality of viewers by obtaining viewer information data for each viewer including at least the viewers' contact information;

code to transmit the plurality of advertisements to each viewer for display on a monitor in series, wherein each advertisement is an interstitial advertisement having an associated prize offering, the advertisement being displayed for a time period having a first portion of time during which the viewer is not offered an opportunity to submit an entry to win the prize followed by a second portion of time during which the viewer is offered the opportunity to submit an entry to win the prize;

code to determine for each advertisement whether each viewer chose to submit an entry for the associated prize;

code to identify the viewers, who chose to submit an entry, as entrants;

code to select an entrant as a winner to receive the prize; and

code to notify the winner that they have won the prize.

81. (New)   Computer executable software code stored on a computer readable medium, comprising:

code to receive an advertisement;

code to display the advertisement;

code to display an opportunity to submit an entry in conjunction with the advertisement wherein the opportunity to submit the entry is only available after the advertisement has been displayed to the viewer for a period of time; and

code to transmit an entry to win a prize.

82. (New)   Computer executable software code stored on a computer readable medium, comprising:

code to prepare an advertisement for display to a viewer in exchange for offering the viewer an opportunity to submit an entry to win a prize in conjunction with viewing the advertisement wherein the opportunity to submit the entry is only available after the advertisement has been displayed to the viewer for a period of time;

code to transmit the ad to an ad server for transmission to viewers;

code to receive viewer contact information for each viewer selected to win a prize; and

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